

ORDER



Orders

Order / Rev:	53336
Alt Order #:	9808753 /Brad
Product Desc:	Tom Smith
Estimate:	233
Flight Dates:	09/04/12 - 09/16/12
Original Date / Rev:	08/30/12 / 09/14/12
Order Type:	GENERAL

WHP-TV CBS21

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency

Name:	SRCP Media
Buying Contact:	
Billing Contact:	
	201 North Union Street Suite 200
	Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Smith/R/Senate
Demographic:	A35+
Product Codes:	US Senate
Priority:	P-2
Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/16/12	45	\$12,580.00	\$10,693.00		September 2012	45	\$12,580.00	\$10,693.00	157.00
						Totals	45	\$12,580.00	\$10,693.00	157.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Millennium Washington DC	Start Of Order - End Of Order	100%
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Order Share

	Share	Total
WHP-TV CBS21	21%	\$12,580.00
Market	100%	\$59,904.76

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	55%	\$32,947.62
WHTM	19%	\$11,381.90
WLYH	0%	\$0.00
WPMT	5%	\$2,995.24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	09/04/12	09/10/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	2	\$70.00	P-2	2.10	NM	2	\$140.00
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length		Rate	Rtg	Type			
1	WHP	09/04/12-09/10/12	CBS Sun Morning		9a-1030a		-----Su	:30		\$70.00	2.10	NM			
2	WHP	09/04/12-09/10/12	CBS Sun Morning		9a-1030a		-----Su	:30		\$70.00	2.10	NM			
N 2	WHP	09/04/12	09/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-TWT---	:30	3	\$225.00	P-2	1.90	NM	3	\$675.00
N 3	WHP	09/07/12	09/10/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M---F--	:30	2	\$80.00	P-4	1.90	NM	2	\$160.00
N 4	WHP	09/04/12	09/06/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	-TWT---	:30	2	\$175.00	P-2	2.00	NM	2	\$350.00

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WHP-TV CBS21

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N 5	WHP	09/07/12	09/10/12	M-F 5p-530p	News	CM	5p-530p		M- - - F - -	:30	1	\$55.00	P-4	2.00	NM		1	\$110.00
CBS 21 News at 5p																		
Start Date 09/04/12 End Date 09/10/12 Weekdays M- - - F - - Spots/Week 1 Rate \$55.00 Rating 2.00																		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type																		
1	WHP	09/04/12-09/10/12	M-F 5p-530p	News		5p-530p			M- - - - -	:30		(\$55.00)		2.00	NM			
See MG 5.2 [No Avail]																		
2	WHP	09/10/12-09/10/12	M-F 5p-530p	News		5p-530p			M- - - - -	:30		(\$55.00)		4.00	NM			
Ⓜ See MG 5.3 [Program Change]																		
3	WHP	09/12/12-09/12/12	M-F 530p-6p	News		530p-6p			--W- - - - -	:30		\$110.00		4.00	NM			
Ⓜ MG for 7.1,5.2 [MG within Flight]																		
N 6	WHP	09/04/12	09/06/12	M-F 530p-6p	News	CM	530p-6p		-TWT- - -	:30	3	\$175.00	P-2	2.00	NM		3	\$525.00
CBS 21 News at 530p																		
N 7	WHP	09/07/12	09/10/12	M-F 530p-6p	News	CM	530p-6p		M- - - F - -	:30	2	\$55.00	P-4	2.00	NM		0	\$0.00
CBS 21 News at 530p																		
Start Date 09/04/12 End Date 09/10/12 Weekdays M- - - F - - Spots/Week 2 Rate \$55.00 Rating 2.00																		
1	WHP	09/04/12-09/10/12	M-F 530p-6p	News		530p-6p			M- - - F - -	:30		(\$55.00)		2.00	NM			
See MG 5.3 [Program Change]																		
2	WHP	09/04/12-09/10/12	M-F 530p-6p	News		530p-6p			M- - - F - -	:30		(\$55.00)		2.00	NM			
See MG 5.2 [No Avail]																		
N 8	WHP	09/04/12	09/06/12	M-F 6p-630p	News	CM	6p-630p		-TWT- - -	:30	3	\$200.00	P-2	1.90	NM		3	\$600.00
CBS 21 News at 6p																		
N 9	WHP	09/07/12	09/10/12	M-F 6p-630p	News	CM	6p-630p		M- - - F - -	:30	2	\$65.00	P-4	1.90	NM		3	\$815.00
CBS 21 News at 6p																		
Start Date 09/04/12 End Date 09/10/12 Weekdays M- - - F - - Spots/Week 2 Rate \$65.00 Rating 1.90																		
2	WHP	09/04/12-09/10/12	M-F 6p-630p	News		6p-630p			M- - - F - -	:30		(\$65.00)		1.90	NM			
See MG 9.3,9.4 [Sports Overrun]																		
3	WHP	09/16/12-09/16/12	Sun Reg 3			9p-10p			-----Su	:30		\$700.00		7.00	NM			
Ⓜ MG for 14.2,23.1,11.1,9.2 [MG within Flight]																		
4	WHP	09/15/12-09/15/12	Sa 11p-1130p	News		11p-1130p			-----Sa--	:30		\$50.00		3.70	NM			
Ⓜ MG for 14.2,23.1,11.1,9.2 [MG within Flight]																		
N 10	WHP	09/04/12	09/06/12	M-F 7p-730p		CM	7p-730p		-TWT- - -	:30	3	\$550.00	P-2	5.30	NM		3	\$1,650.00
M-F 7p-730p																		
N 11	WHP	09/07/12	09/10/12	M-F 7p-730p		CM	7p-730p		M- - - F - -	:30	2	\$200.00	P-4	1.90	NM		1	\$150.00
M-F 7p-730p																		
Start Date 09/04/12 End Date 09/10/12 Weekdays M- - - F - - Spots/Week 2 Rate \$200.00 Rating 1.90																		
1	WHP	09/04/12-09/10/12	M-F 7p-730p			7p-730p			M- - - F - -	:30		(\$200.00)		1.90	NM			
See MG 9.3,9.4 [Sports Overrun]																		
2	WHP	09/04/12-09/10/12	M-F 7p-730p			7p-730p			M- - - F - -	:30		\$150.00		1.90	NM			
N 12	WHP	09/04/12	09/10/12	Sun Reg 1		CM	7p-8p		-----S	:30	1	\$500.00	P-4	6.70	NM		1	\$500.00
Sun 7p-8p																		
N 13	WHP	09/04/12	09/06/12	M-F 730p-8p		CM	730p-8p		-TWT- - -	:30	3	\$675.00	P-2	6.90	NM		3	\$2,025.00
M-F 730p-8p																		
N 14	WHP	09/07/12	09/10/12			CM	730p-8p		M- - - F - -	:30	2	\$225.00	P-4	6.90	NM		1	\$225.00

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				M-F 730p-8p M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
		Week: 09/04/12	09/10/12	M- - - F- -		2	\$225.00		6.90						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>
2	WHP	09/04/12-09/10/12		M-F 730p-8p		730p-8p				M- - - F- - -		:30	(\$200.00)	6.90	NM
				See MG 9.3,9.4 [Sports Overrun]											
N15	WHP	09/04/12	09/10/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	- T- - - -	:30	1	\$1,750.00	P-2	15.30	NM		1 \$1,750.00
N16	WHP	09/04/12	09/10/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	- - - - F- -	:30	1	\$600.00	P-2	6.40	NM		1 \$600.00
N17	WHP	09/04/12	09/10/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	- - - T- - -	:30	1	\$1,000.00	P-2	9.30	NM		1 \$1,000.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>
1	WHP	09/04/12-09/10/12		Thu Reg 3		10p-11p				- - - Th- - - -		:30	(\$1,000.00)	9.30	NM
				See MG 17.2 [Program Change]											
2	WHP	09/04/12-09/10/12		Wed Reg 2		9p-10p				- - W- - - - -		:30	\$1,000.00	9.30	NM
(M)	MG	for 17.1 09/06		[MG within Flight]											
N18	WHP	09/04/12	09/06/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	- TWT- - -	:30	3	\$200.00	P-2	2.50	NM		3 \$600.00
N19	WHP	09/07/12	09/10/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M- - - F- -	:30	2	\$60.00	P-4	2.50	NM		2 \$120.00
N20	WHP	09/04/12	09/10/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	- - - - SS	:30	2	\$80.00	P-2	1.90	NM		2 \$100.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>
1	WHP	09/04/12-09/10/12		Sa-Su 11p-1130p News		11p-1130p				- - - - SaSu		:30	\$50.00	1.90	NM
2	WHP	09/04/12-09/10/12		Sa-Su 11p-1130p News		11p-1130p				- - - - SaSu		:30	\$50.00	1.90	NM
N21	WHP	09/04/12	09/10/12	Letterman Letterman	CM	1135p-1235a	MTWTF- -	:30	5	\$100.00	P-3	1.40	NM		5 \$405.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>
3	WHP	09/04/12-09/10/12		Letterman		1135p-1235a				MTWThF- - - -		:30	\$35.00	1.40	NM
5	WHP	09/04/12-09/10/12		Letterman		1135p-1235a				MTWThF- - - -		:30	\$70.00	1.40	NM
N22	WHP	09/08/12	09/08/12	Sa 6p-630p News CBS 21 News at 6p	CM	6p-630p	- - - - S-	:30	2	\$40.00	P-4	2.30	NM		2 \$80.00
N23	WHP	09/10/12	09/10/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M- - - - -	:30	1	\$285.00	P-4	0.00	NM		0 \$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rating</u>						
		Week: 09/04/12	09/10/12	M- - - - -		1	\$285.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>
1	WHP	09/04/12-09/10/12		Mon Reg 3		10p-11p				M- - - - -		:30	(\$285.00)	0.00	NM
				See MG 9.3,9.4 [Sports Overrun]											

Totals 45 \$12,580.00